



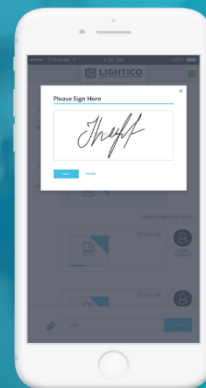
# 9 Secrets to Insurance Growth

with eForms & eSignatures

# Accelerate customer relationships, slash and deliver time-consuming back-office, experiences to your exceptional insurance mobile clients

Insurance agents and brokers must overcome the bureaucratic challenge of working with many customers, on countless forms, through several providers. The multitude of paperwork requires significant agency - and client efforts - efforts that preoccupy agencies and constrain their growth.

Agencies can now have customers instantly sign and complete forms directly from their mobile phones. This paper explores 9 reasons why Mega Agents have adopted mobile eSignatures, instant form completion, simple customer identification collection and integrated electronic workflows to delight clients and accelerate business.



## 9 Growth Secrets

### 1 Cut The High Cost Of Paper Bureaucracy

eSignatures slash the transaction costs of basic policies. Customers estimate that in-call eSignatures save \$15 dollars per transaction in paper costs, faxing/scanning/emailing time alone - not including agent calling time.

### 2 Shorten Sales Cycles & Improve Closure Rates

Customers are most inclined to close the deal when you are speaking with them. That makes it critical to complete documentation and signatures while you are with them. Agents estimate that the likelihood of closing customers halves every few days. This underscores the importance of closing business while you are speaking with clients.

### 3 Eliminate Time-consuming, Frustrating Errors

Eliminate errors and frustrating rework associated with sloppy paperwork. Use preconfigured smart eforms and guided eSignatures to eliminate errors like missing data and signatures.

### 4 Reduce Legal & Compliance Issues

Audited, court-admissible documented client interactions surpass E-SIGN regulation and enable insurance professionals to execute binding policies with unparalleled simplicity: customers can sign policies from their mobile phone with their finger.

# 9 Growth Secrets

## 5 Increase Customer Satisfaction

eSignatures and in-call documentation make it easier to work with insurance professionals. Customers are demanding this simplicity and ability to transact from their mobile phones. By providing solutions that exceed customer expectations, agents see improved retention and referrals.

## 6 Shorten Time To Commission Payout

Help customers instantly complete and submit their forms to expedite forward processes. This speeding of processes shortens time until agents receive their commissions.

## 7 Improve Productivity

Agents can spend more time with customers and less time managing back office paperwork. With customizable eforms and instant eSignatures, agents can create and sign customers on policies and claims in real time. No call backs, scans or emails.

## 8 Eliminate Risk

Using ESIGN-approved technologies, agents create flows that can eliminate any further disputes that they "weren't shown that disclosure," or "opt out of that coverage." Tamper-proof, audited trails document exactly where and when customers opt into coverage terms.

## 9 Offer Unparalleled Convenience

Onboard clients who can't get into your office. Manage onboarding remotely and ensure that you use facetime to build relationships. Speed & simplify documentation that customers can approve remotely which leads to higher efficiency, lower not-take rates and greater customer loyalty.

### eForm/eSignature Use Cases:

- New policy applications
- Completion of documentation
- Policy and account changes
- Claims supporting documentation
- New paperwork
- Policy premium payment
- Policy and account forms

Lightico empowers insurance agents to sell faster and service better by making it easy for clients to complete onboarding and claims processing. Customers instantly share identification, electronically complete and sign policies and forms, from their mobile phones.



Real time document/ID sharing



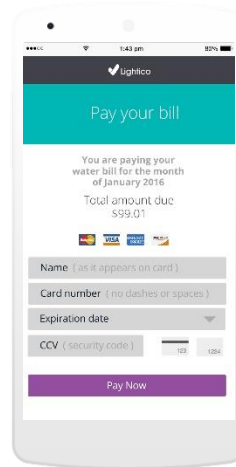
Complete custom eForms



Electronic sign documents/policies



Immediate & secure payment processing



Lightico digitally enhances voice communication to enable phone operators to do more while on a call. With in-call file sharing, document creation and e-signatures, phone agents can sell and service their customers more effectively and efficiently.



Learn more at  
[www.lightico.com](http://www.lightico.com)